B.C. PARKS:
A REVIEW OF VISITOR SATISFACTION

1986 — 1988

Ministry of Parks,
Hon. Ivan Messmer, Minister

90-01259/

Canadian Cataloguing in Publication Data
Main entry under title:
B.C. Parks

ISBN 0-7726-1043-6

1. Parks - British Columbia - Visitors - Statistics.
I. British Columbia. Ministry of Parks.

SB484.C3B744 1989 333.78'3'09711 C90-092004-1

Table of Contents

PART I	BACKGROUND	7
PART II	SATISFACTION SURVEY RESULTS	9
1.0	Satisfaction	9
2.0	Importance	13
3.0	Visitor Profile	15
PART III	HOW B.C. PARKS USES THE RESULTS	21
1.0	Survey information processing	21
2.0	Further analysis of survey data	22
3.0	Annual Park Management Plans	23
PART 1V	CHANGES RESULTING FROM THE SURVEYS	25
1.0	Facility changes	25
2.0	Management changes	25
3.0	Park management orientation initiatives	26
PART V	SOME OTHER WAYS B.C. PARKS LISTENS TO OUR VISITORS	27
1.0	The quality service guarantee comment cards	27
2.0	Write to us!	27

Introduction

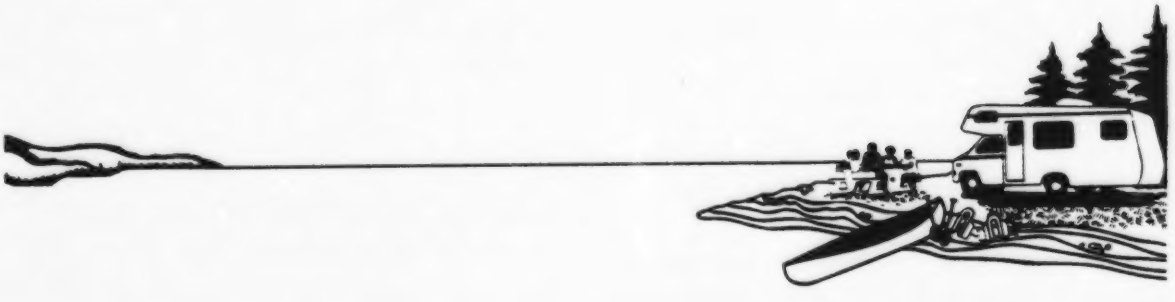
Each year B.C. Parks conducts satisfaction surveys of its park visitors. The survey is designed to quickly and simply identify the different needs and expectations of visitors to each park. This information assists B.C. Parks in tailoring each park's facilities and services to its visitors' needs.

The survey also helps B.C. Parks improve park services and ensure that the same high quality service is provided wherever you may go in the park system.

Since 1986, 220 satisfaction surveys have been conducted in 118 provincial parks throughout British Columbia. About 40 surveys are conducted each year in campgrounds, beach-picnic areas, backcountry and marine parks.

Out of 41,516 park visitors asked to fill out a survey card in the past three years, 23,735 returned them to us for analysis.

This report has been prepared to let provincial park visitors know the general results of the 185 campground and beach-picnic area satisfaction surveys that visitors responded to in 1986, 1987 and 1988.



Provincial Parks
Visitor Comment Card

Dear Park Visitor,

We'd like to know what you think of your provincial parks system.

Please take a few minutes to fill out the attached card and give us our opinion of the services and facilities that we provide in this park.

Your comments will be carefully reviewed by park staff so they may learn how to better serve you.

Yours sincerely,

IVAN MESSMER
Minister of Parks

YOUR COMMENTS PLEASE

Q1. First, have you ever stayed overnight in this Campground before?
(Please circle the number of your answer)
1. NO (Go to Q2.) 2. YES

a) (If yes), in what year did you last stay overnight in this Campground _____ YEAR
b) (If yes), would you say that this Campground is now managed (Please circle the number of your answer)
1. BETTER 2. SAME 3.WORSE than on your last visit?

Q2. Next, how do you feel about the FACILITIES and SERVICES in this Campground? For each of the following, please indicate whether you feel each is EXCELLENT, ABOVE AVERAGE, AVERAGE, BELOW AVERAGE or POOR. (Please circle the letter of your answer)

FACILITIES AND SERVICES

1. Cleanliness and Restrooms	A	B	C	D	E	NA
2. Cleanliness of Your Campsite	A	B	C	D	E	NA
3. Condition of Campground Facilities	A	B	C	D	E	NA
4. Upkeep of Park Roads	A	B	C	D	E	NA
5. Availability of Firewood	A	B	C	D	E	NA
6. Availability of Park Information in the Park	A	B	C	D	E	NA
7. Your Sense of Security in the Campground	A	B	C	D	E	NA
8. Adequacy of Park Signs in the Park	A	B	C	D	E	NA
9. Helpfulness of Staff	A	B	C	D	E	NA
10. Number of Recreational Things to Do in the Park	A	B	C	D	E	NA
11. Control of Noise	A	B	C	D	E	NA
12. Control of Pets	A	B	C	D	E	NA
13. Value for the Fee	A	B	C	D	E	NA
14. If you were to recommend this Campground to a friend, your recommendation would be	A	B	C	D	E	NA

Q3. Which of the above FACILITIES and SERVICES are most important to you while you are staying in this Campground? (Please put the number of the items in the appropriate box below)
MOST IMPORTANT
SECOND MOST IMPORTANT
THIRD MOST IMPORTANT

Q4. About how many nights do you plan to stay in this Campground on this trip? _____ NIGHTS

Q5. What type(s) of camping accommodation are you using during your stay in this Campground? (Please circle the number of all that apply)
1. TENT 5. TRAVEL TRAILER/5th WHEELER
2. TENT TRAILER 6. MOTOR HOME
3. TRUCK CAMPER 7. OTHER (Please specify)
4. VAN

Q6. During your stay in this Campground, which of the following activities did (will) you do in this park? (Please circle the numbers of only those activities that you either did or plan to do in this park)
1. USE THE PICNIC AREA
2. VISIT THE BEACH
3. GO SWIMMING
4. GO FISHING
5. GO BOATING
6. GO BICYCLING
7. LONG HIKE (over 2 hours)
8. SHORT HIKE (under 2 hours)
9. GO TO VISITOR CENTRE
10. ATTEND VISITOR PROGRAM
11. NONE OF THE ABOVE
12. OTHER (Please specify)

Q7. During your stay in this Campground, which of the following activities did (will) you do outside this park? (Please circle the numbers of only those activities you went, or will go, outside of the park to do)
1. DID NOT/WILL NOT GO THIS PARK TODAY
2. PICNIC
3. VISIT A LOCAL BEACH
4. GO SWIMMING
5. GO FISHING
6. GO BOATING
7. GO BICYCLING
8. LONG HIKE (over 2 hours)
9. SHORT HIKE (under 2 hours)
10. USE NEARBY COMMUNITY RECREATION FACILITIES
11. VISIT LOCAL TOURIST ATTRACTIONS
12. HAVE A FIRST AUBANT MEAL
13. GO SHOPPING FOR PLEASURE
14. BUY CAMPING SUPPLIES
15. TOUR AREA IN AUTOMOBILE
16. OTHER (Please specify)

Q8. All in all, did your stay in this park live up to your original expectations? (Please circle the number of your answer)
1. DEFINITELY YES
2. PROBABLY YES
3. UNSURE
4. PROBABLY NO
5. DEFINITELY NO

Please tell us why it has or has not met your expectations.

Q9. How many nights, altogether, do you plan to be away from your home on this trip? _____ NIGHTS

Q10. About how many nights, in total, do you plan to camp in 1980? _____ NIGHTS

Q11. Since this survey concerns your feeling about provincial parks, it is important for us to know who visits our campgrounds. In the spaces provided below, please list all the people in your party starting with YOURSELF.

	WHO? (e.g. wife, husband, son, etc.)	AGE (In years) (If detailed (10 under))	SEX (If detailed (10 under))
1.	YOURSELF		
2.			
3.			
4.			
5.			
6.			

Q12. What is your permanent address? _____

Nearest City, Town or Village

Province, State or County Postal or Zip Code

Q13. Is there anything else that you would like to tell us? Any comments you wish to make, about this or any provincial park, will be greatly appreciated (either here or in a separate letter or note).

TODAY'S DATE _____

PLEASE DROP THIS CARD (AND YOUR NOTE OR LETTER) IN THE BOX LOCATED NEAR THE PARK EXIT.

"THANK YOU FOR YOUR HELP"

Part I

Background

1.0 THE SURVEY

When a survey is carried out in a park, 200 visitors are asked to complete a survey card containing up to 15 questions. Campers, picnickers, boaters and backcountry hikers are given different survey cards. This ensures questions are appropriate to the things visitors do in the park and the needs they have during their stay. Between 110 and 120 park visitors usually complete and return the survey cards that are given out in each survey.

Because many parks offer a variety of recreation opportunities, more than one survey may be carried out in one park. For example, Montague Harbour Park has camping, beach-picnic and boating facilities, and in this park 200 campground, 200 beach-picnic and 200 marine (boating) survey cards may be handed out in three separate surveys.

1.1 The Survey Card

The first surveys, completed in 1985, identified which of several different survey cards produced the most consistent and reliable results. These surveys led to the adoption of the survey cards that have been used every year since 1986. The combined results of the surveys from 1986 to 1988 are presented in this short report.
Survey cards (a copy of which appears on the facing page) are designed to find out:

1. How SATISFIED visitors are with B.C. Parks' facilities and services, and, if they have visited the park in the past, whether they think the park is being managed better or worse than on a previous visit.

2. How IMPORTANT each of the park facilities and services is to the comfort and enjoyment of our visitors, and what (if anything) might keep visitors from using a park again or more often.

3. What KIND OF VISITORS we have. This section determines whether a visitor is in a park for the first time or visits regularly; what kind of camping or boating equipment they use (tent, camper, van, travel-trailer or motorhome, sailboat or power boat, etc.); how long they are away from their home; how long they plan to be in the park; and where do they live?

Every year, one or two questions are changed. In 1986, we asked visitors to name one or two things they enjoyed most in their visit to the park, and if any one thing might keep them from visiting the park again. In 1987, our interest was in why visitors chose the park they were in.

1.2 Survey Participation

Since 1986, park visitor satisfaction has been surveyed in 118 provincial parks. About 40 different parks are chosen each year.

In the past three years, 23,735 visitors out of 41,516 who were given a card responded.

This has produced valuable opinions as to how well park visitors feel individual park facilities and services are being managed. It has also given B.C. Parks an indication of the different levels of importance that park visitors place on each facility or service.

Part II

Satisfaction Survey Results

This section of the report summarizes what B.C. Parks has learned from the 1986, 1987 and 1988 satisfaction survey data. It presents the results in the following sequence: 1.0 Satisfaction, 2.0 Importance, and 3.0 Visitor Profile.

1.0 SATISFACTION

1.1 Satisfaction Scores

From the answers to Question #2 on the survey card, B.C. Parks calculates a satisfaction score for each facility or service it provides. The satsifaction scores are the percentage of park visitors who felt that, at the time of their visit, the quality of a particular park facility or service was either "excellent" or "above average."

Cleanliness of campsites and *helpfulness of staff* have consistently been given the highest satisfaction scores, while the lowest scores have been given to such services as the *'number of recreational things to do in the park'*, the *'adequacy of park signs in the park'* and *'control of pets.'*

The following table summarizes the campground and beach-picnic satisfaction scores for B.C. Parks 12 key management concerns. The first number is the average satsifaction score calculated from the 1986, 1987 and 1988 survey results. The number in brackets is the percentage of park visitors who felt that the quality of the facility or service was below average or poor.

QUESTION #2 RESULTS — ALL PARKS 1986, 1987, AND 1988.

	FACILITIES/SERVICES	CAMPGROUND SCORES	BEACH-PICNIC AREA SCORES
1.	Restroom Cleanliness	69% (4%)	67% (3%)
2.	Campsite/Beach Cleanliness	83% (2%)	82% (1%)
3.	Facility Conditions	76% (2%)	80% (1%)
4.	Upkeep of Park Roads	71% (4%)	73% (3%)
5.	Availability of Firewood	76% (6%)	not asked
	— Swim Area Safety	not asked	59% (7%)
6.	Availability of Information	64% (5%)	58% (7%)
7.	Sense of Security	71% (2%)	71% (2%)
8.	Adequacy of Park Signs	60% (5%)	62% (5%)
9.	Helpfulness of Staff	82% (1%)	73% (3%)
10.	Number of Recreational Things to Do in the Park	58% (9%)	36% (11%)
11.	Control of Noise	66% (6%)	61% (4%)
12.	Control of Pets	61% (8%)	62% (10%)
	Average Score of 1 through 12	70% (4.5%)	72% (4.75%)

1.2 Other measures of satisfaction

To get an overall impression of your satisfaction with B.C. Park facilities and services, we also ask:

1. Visitors' opinions of the *value for the fee* (in campgrounds), and

2. What a visitor's *recommendation to a friend* would be.

In addition to these two opinions, four indexes of overall park visitor satisfaction are calculated from the first 12 satisfaction scores produced in Question #2. This gives B.C. Parks six general measures of visitor satisfaction and allows a more reliable comparison of satisfaction scores from one year to another. Normally, because a different selection of parks is surveyed each year, data is not entirely comparable. The level of facility development and services varies between, for example $12.00 and $6.00 campgrounds or large destination parks and small roadside parks.

The three-year average satisfaction scores for the six overall measures of visitor satisfaction are as follows:

MEASURES OF VISITOR SATISFACTION	SATISFACTION SCORES	
	Camping	Picnicking
1. Value for the fee	64	n/a
2. Recommendation to a friend	83	85
3. Average score Q.2 (items 1 to 12)	70	72
4. Facility cleanliness & condition Q.2 (items 1 to 4)	74	76
5. Park services provided Q.2 (items 5 to 10)	68	61
6. Safety and security Q.2 (items 7, 11 and 12)	66	63

1.3 Campground Management

Park visitors who have visited a campground or beach-picnic area on some previous occasion are asked to tell B.C. Parks if they feel the park was managed BETTER, SAME or WORSE than on their previous visit (Question 1b).

In 1988, B.C. Parks was particularly interested in the results of this question in those campgrounds and beach-picnic areas in which, for the first time, B.C. Parks hired one 'permit operator' to provide all visitor services (including campground fee collection).

In the 1988 surveys, only 117 park visitors out of 3642 who had used the same campground or beach-picnic area on a previous occasion felt that it was now managed worse than on their last visit. This represents about three per cent of park visitors.

On the other hand, on third of park visitors, on average, felt that the campground or beach-picnic area that they had previously visited was managed better in 1988 than on their last visit. The graph below presents a summary of the 1988 survey results for two different management arrangements, namely:

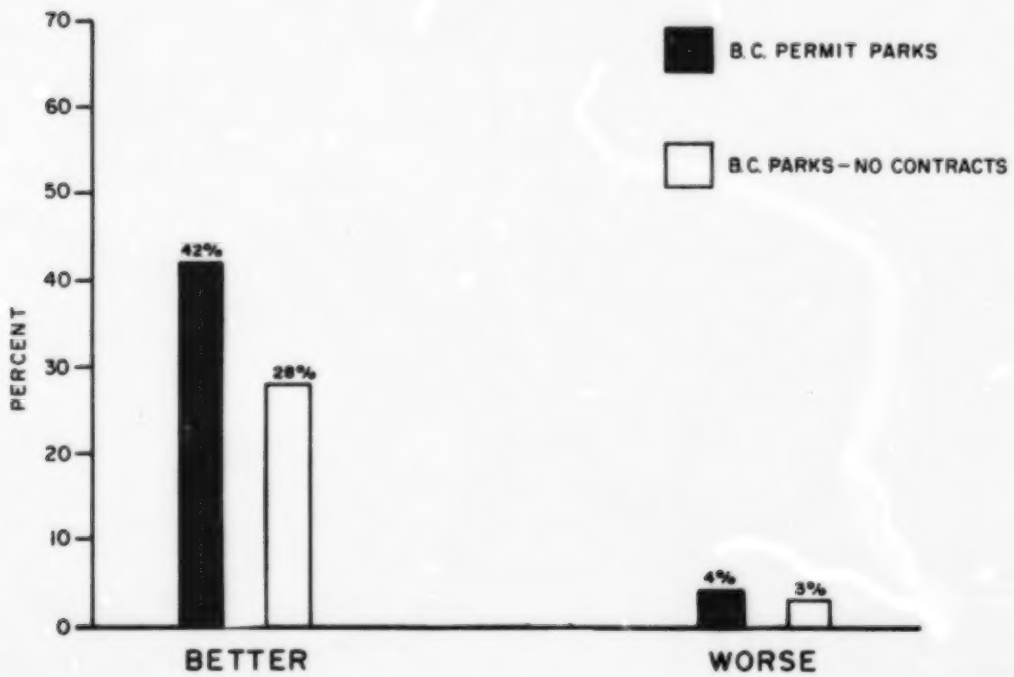
A. Campgrounds and beach-picnic areas in which B.C. Parks paid a private company (called a permit operator) to provide visitor services in a park.

B. Campgrounds and beach-picnic areas in which B.C. Parks provided all visitor services.

In campground and beach-picnic areas which B.C. Parks managed with a permit agreement in 1988, 42 per cent of visitors who had visited those parks on some previous occasion felt that the parks were managed better than on their last visit. Only four per cent felt that they were managed worse.

The following graph compares the results in permit and non-permit parks:

DID 1988 PARK VISITORS FEEL THAT B.C. PARK FACILITIES AND SERVICES WERE MANAGED BETTER OR WORSE THAN ON THEIR PREVIOUS VISIT ?



1.4 Some general observations about visitor satisfaction.

Washington, Oregon and California residents have, in the past three years consistently given higher overall satisfaction scores than British Columbians in both campgrounds and beach-picnic areas. The average satisfaction score for each of these groups is:

Western U.S. States	80%
British Columbia	66%

It is assumed that British Columbia residents expect a higher standard of park operation than visitors from outside of the province.

British Columbians and visitors from abroad reserved their highest satisfaction scores for the *helpfulness of the staff* who were providing visitor services in the parks.

Park visitors from the rest of Canada reserved their highest satisfaction scores for the *cleanliness of B.C. Parks' campsites*.

Visitors from the United States reserved their highest satisfaction scores for the *availability of firewood*.

Female visitors generally give higher satisfaction scores than males.

Campers consider a *sense of security* and *control of noise* more important than beach-picnic visitors, while *control of pets* is more important to beach-picnic visitors than it is to campers.

2.0 IMPORTANCE

2.1 Importance Scores

Question #3 on each survey card asks park visitors which three park facilities or services are the most important to them while they are in the park.

The importance score is the percentage of park visitors who placed the facility or service as either their first, second or third **most important** item.

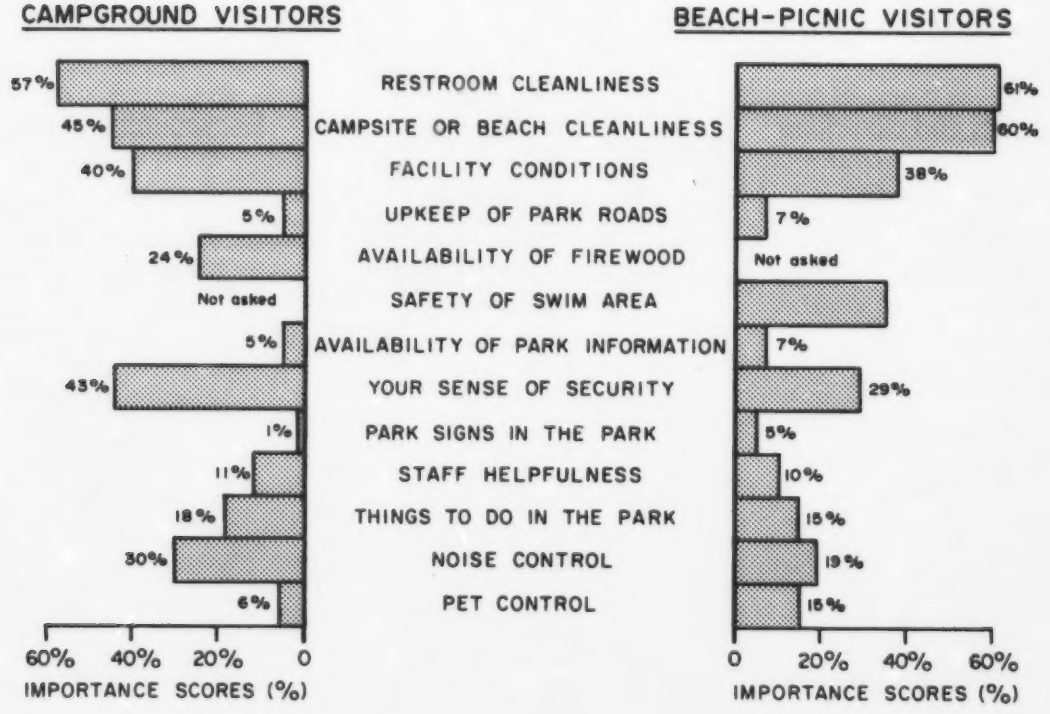
Clean restrooms, clean campsites and a good sense of security are the first three concerns of campers.

A clean beach, good facility conditions and a safe swim area are the first three concerns of visitors to beach-picnic areas.

Of lesser importance to comfort and enjoyment in both areas, visitors tell us, are such things as the *upkeep of park roads*, the *availability of park information in the park* and the *adequacy of signs in the park.*

The following graph shows the magnitude of importance which park visitors have given each facility and service in three years of survey data. The number at the end of each bar is its Importance Score.

HOW IMPORTANT IS EACH PARK SERVICE TO PARK VISITORS



2.2 What visitors like most about B.C. Parks and why they visit.

Park visitors value provincial parks for beach and river access, private campsites, beautiful natural settings, peace and quiet, clean facilities, good security and friendly staff. Visitors come 'to be out in the natural world','to get away from daily concerns','to spend time with family and friends' and, last but not least,'to have fun.'

The most frequent reason that visitors gave for going camping is 'to be out in the natural world'. The most frequent reason for going to a beach-picnic facility is 'to spend time in the outdoors with family and friends.'

2.3 Which single thing might keep visitors from using a provincial park again or more often.

In 1986, park users were asked, "What one thing about the facilities and services in this park, if any, may keep you from using it again or more often?"
Six out ten park visitors said nothing would keep them from using the park again or more often. Some of the more frequently given reasons why a visitor might not use a park again or more often have been:

Campers and picnickers	Boaters	Backcountry hikers
— lack of showers,	— lack of mooring buoys and docks	— too many people
— inconvenient location	— too many people	— being charged a fee
— poor security	— lack of showers	— too few trails
— dirty facilities		
— poor swimming		
— too many people		

3.0 VISITOR PROFILE

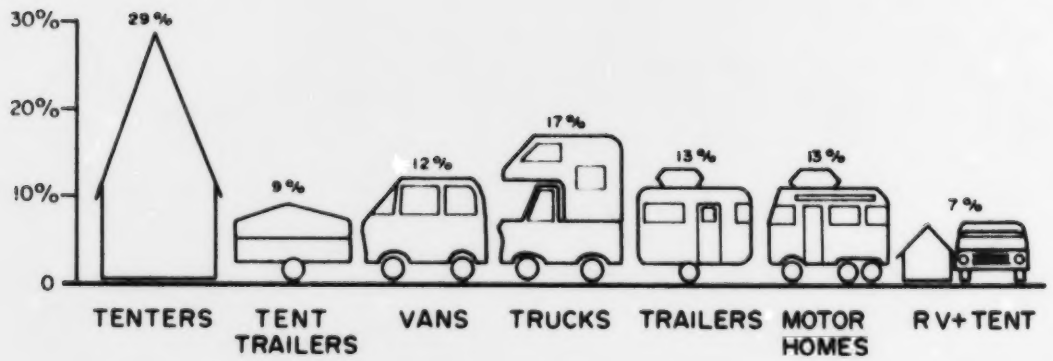
The following descriptions and graphs provide an insight into the main characteristics of park visitors.

3.1 What variety of sleeping accommodation do visitors favour?

Information on sleeping accommodation is collected in seven categories: tents, tent trailers, tents with a recreation vehicle,camper trucks, camper vans,motor-homes and fifth wheels and trailers.

About 29 per cent of campers use a tent as their only sleeping accommodation, 64 per cent use a variety of recreation vehicles (R.V.), while seven per cent make use of an R.V. and tent in combination. The following graph shows the actual breakdown of sleeping accommodations in campgrounds.

WHAT YOU CHOOSE TO SLEEP IN



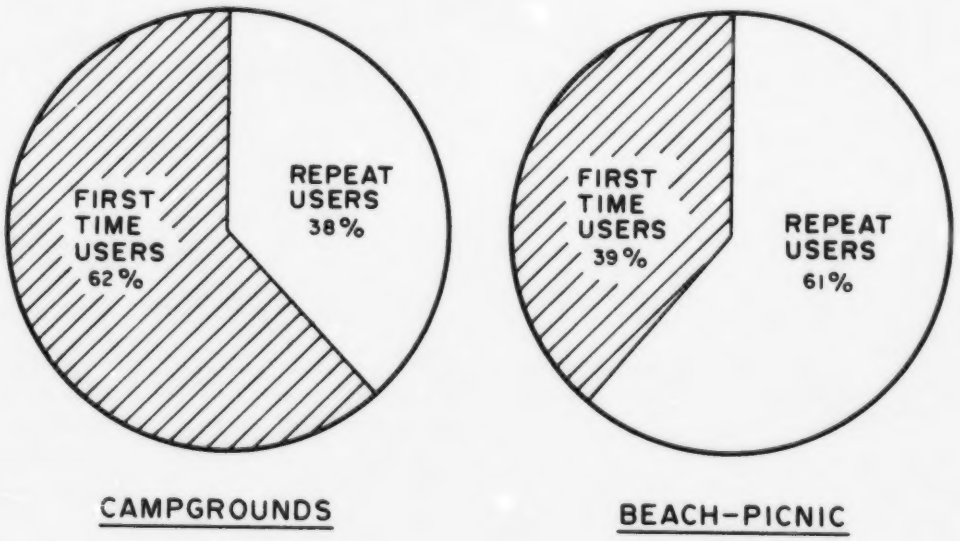
3.2 Percentage of people who are first-time visitors versus those have visited the campground or beach-picnic area before?

In 1988, 62 per cent of campground visitors had not previously camped in the park that they were surveyed in, while in beach-picnic areas, 61 per cent of visitors had visited the park before.

Only 14 per cent of campground visitors who were surveyed in 1988 had camped in the same park in 1987.

Twenty-five per cent of beach-picnic visitors surveyed in 1988 had visited the same park in 1987.

FIRST TIME PARK VISITORS
(1988)



▨ Percentage of visitors who had **not** visited the park before.

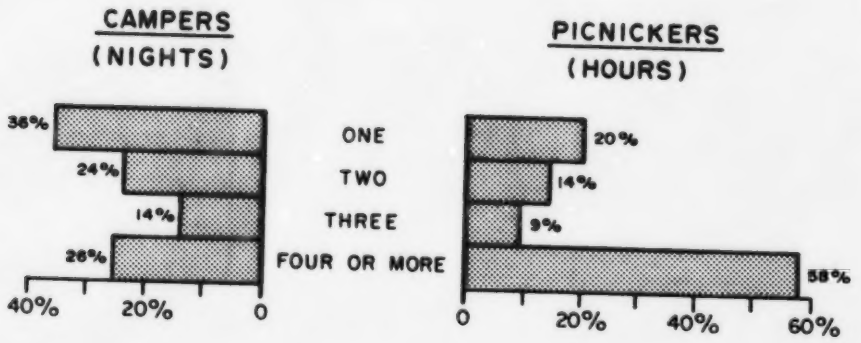
□ Percentage of visitors who had visited the park before.

3.3 How long visitors stay in B.C.'s parks.

The kind of recreation opportunities that a park offers, and the kind of vacation or outing that the park visitor is seeking clearly determine the length of time that they stay in a park, and this varies from park to park.

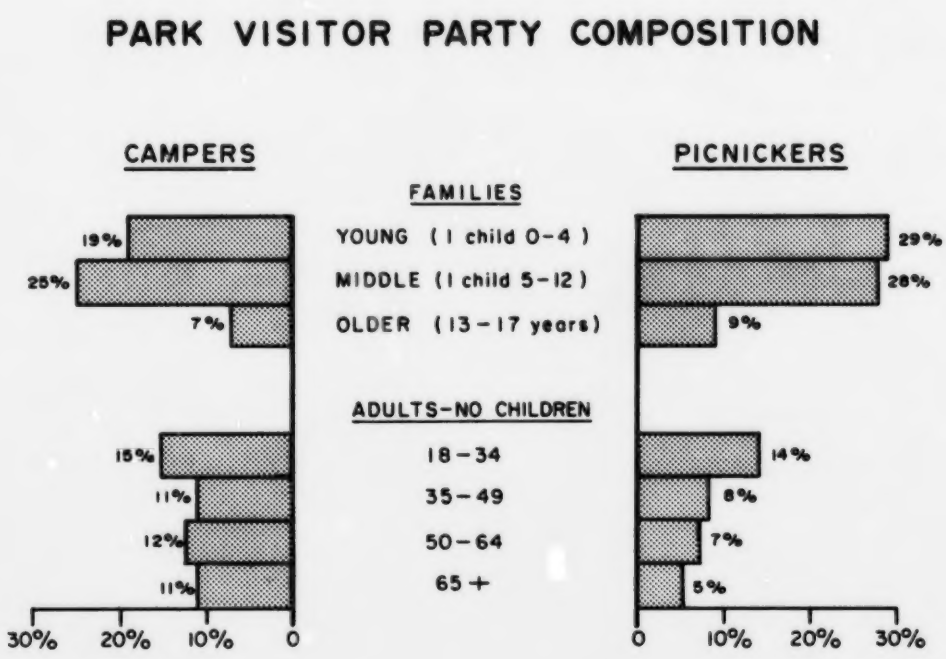
On average, B.C. Parks' campground visitors stay two nights, while beach-picnic outings last an average of four hours. Nevertheless there are many campgrounds where the visitor likes to stay considerably longer than two nights, just as there are some picnic facilities that visitors only used for an hour or less.

HOW LONG DO VISITORS STAY IN THE PARK ?



3.4 What kinds of groups or parties use B.C.'s Parks ?

Visitors to campgrounds and beach-picnic areas have been divided into two simple categories: those with and those without children. These two categories are then further broken down according to age groupings. The breakdown of party types in campgrounds and beach-picnic areas is as follows:



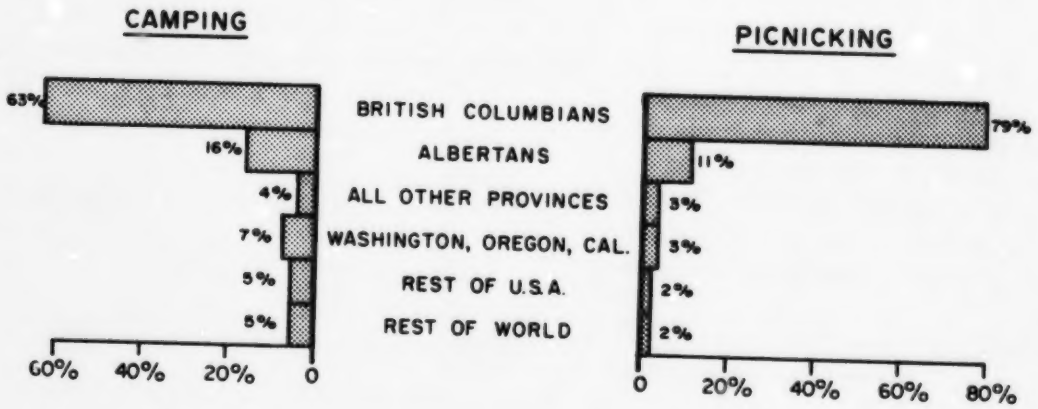
Campgrounds, which are valued as places to get away from daily concerns, appear to be equally popular with families and adult parties without children. Use is divided 51 per cent to 49 per cent.

Beach-picnic areas, valued as places to go to be with family and friends, are more frequently used by parties with children (66 per cent) than parties without children (34 per cent).

3.5 Where our visitors live.

Most park visitors are British Columbians, with the next largest number of park visitors coming from Alberta. Visitors from Washington, Oregon and California are also a significant group of provincial park users.

PARK VISITOR ORIGINS



DATA PRINTOUT SUMMARY PAGE

PARK: 12 Newcastle Island
PRODUCT: Campground
Satisfaction Summary

Survey Period from	:	88.07.30 to 88.08.31
Cards given out	:	197
Number of refusals	:	0
Cards returned	:	191
Unusable cards	:	4
Sample Size	:	187
Response rate	:	94.9

	Satisfaction Score		Importance Score	
	Park 88 Cards	All 87 Cards	Park 88 Cards	All 87 Cards
Facilities and Services				
1. Cleanliness of restrooms	76.3	68.6	48.2	56.2
2. Cleanliness of your campsite	85.0	83.0	30.3	45.2
3. Condition of campground facilities	79.6	76.4	45.9	41.5
4. Upkeep of park roads	76.0	70.2	4.8	4.3
5. Availability of firewood	87.4	78.0	26.2	23.8
6. Availability of park information	79.8	62.6	4.2	3.7
7. Your sense of security in the park	78.2	71.0	48.6	42.6
8. Adequacy of park signs in the park	71.7	59.5	4.8	1.4
9. Helpfulness of staff	86.0	83.3	17.9	10.8
10. Variety of recreation activities	63.6	64.7	16.1	21.1
11. Control of noise	64.4	68.1	26.8	29.5
12. Control of pets	71.3	62.0	3.0	5.6
13. Value for the fee	73.4	61.6	23.2	11.7
14. Your recommendation to a friend	91.9	82.6	0.0	2.1
Average of 1 thru 12	76.6	70.6		

	Park 88 Cards	All 87 Cards
First time users (%)	59.5	*
Previous users (%)	40.5	23.8
1987 users (%)	15.6	*
86/87 users indicating Managem.better(%)	50.0	27.4
86/87 users indicating Managem.same (%)	46.4	69.8
86/87 users indicating Managem.worse(%)	3.6	2.8
Average number of nights in this park	2.0	2.0
Average number of nights away from home	3.0	*
Average party size	3.3	3.4

* not asked in 1987

Part III

How B.C. Parks Uses The Results

Processing, analyzing and using the satisfaction survey information is a very important part of provincial park management. This section reviews three ways survey information is used in B.C. Parks park management. The review is provided in the following order: 1.0 Survey Information Processing, 2.0 Further Data Analysis and 3.0 Park Management Planning.

1.0 SURVEY INFORMATION PROCESSING

1.1 Checking the Cards

After the survey cards are collected from the park, park staff check them for any comments about the day to day condition and operation of the park. Complaints are investigated and any problems are corrected.

Most comments are complimentary to B.C. Parks park management and many visitors have made valuable suggestions about how to improve the parks facilities and services.

1.2 Computer Analysis Printouts

Once the park's staff have reviewed the cards, visitor responses are entered into our computer for analysis. A comprehensive 16-page printout is produced for each park survey. A sample of a data printout summary page from this report is illustrated on the facing page.

The full survey report contains detailed technical information on all responses to the questions on the survey card.

Using this detailed information, staff make short-term management and long-term planning decisions about the park. Areas of park management which are considered weak are strengthened and strong points are built upon.

1.3 District and Region Summary Reports

B.C. Parks has three management regions, with offices in Vancouver, Kamloops and Prince George, and each of these regions is divided into four districts.

In addition to the individual park data reports, summary reports are compiled for each district and region.

Regional Directors and District Managers compare the results for each park and district when making park management and budget decisions that directly affect B.C. Parks' service to our visitors.

The format of district and regional reports is the same as for the individual park reports.

2.0 FURTHER ANALYSIS OF DATA

In addition to park data reports, B.C. Parks also uses satisfaction survey data to assess the impact of park management decisions that were made in the previous year. Some that have been monitored are:

2.1 The installation of flush toilet and shower facilities in parks where only pit toilets were previously available.

Satisfaction in parks was substantially higher after the installion of modern toilet facilities. In one park, the satsifaction score for restroom cleanlinesss went up to 93 per cent from 40 per cent after the installation of flush toilets and showers.

2.2 The reaction of campers to the campground fee increase in 1987.

Campground visitors gave *value for the fee* a satsifaction score of 63.5 per cent in 1988, compared with 66 per cent in 1986 (camping fees increased across the board in 1987).

2.3 The reaction of senior citizens to paying half price for camping from June 15 to Labour Day.

Senior citizen satisfaction with the new camping fee policy fell only three per cent in 1988, reflecting the support that most senior citizens have given this new fee policy.

2.4 Performance standards in parks where facilities and services are provided by contractors.

A detailed analysis of 1988 visitor satisfaction showed that, in general, parks managed with the assistance of a park permit operator received significantly higher satsifaction scores for *restroom cleanliness*. For *sense of security*, higher satisfaction scores were given in parks where B.C. Parks staff were responsible for this service.

The results were as follows:

SATISFACTION SCORES

	Permit Operation	B.C. Parks Staff
Restroom	67%	62%
Security	64%	71%

2.5 The differences in satisfaction levels between campgrounds with a $12, $8 and $6 camping fee.

With three exceptions, satisfaction scores in $8 and $6 campgrounds are generally lower than in $12 campgrounds.

The exceptions are:

1. restroom cleanliness
2. campsite cleanliness
3. value for the fee.

The most probable explanation for this seems to lie in the differences that appear to exist in visitor use patterns $12, $8 and $6 fee parks.

Twelve dollar campgrounds have fewer first time visitors and fewer visitors who stay only one night. Visitors who stay longer in a campground and who revisit a campground tend to give lower satisfaction scores.

3.0 ANNUAL PARK MANAGEMENT PLANS (AMPS)

The preparation of Annual Management Plans (AMPS) for individual parks is an important part of B.C. Parks' yearly management cycle. These plans are produced in district offices as part of the annual budget process.

Information from visitor satisfaction surveys is very important in the preparation of these plans. Satisfaction and importance scores are thoroughly reviewed to identify any park facilities and services that might be improved upon. This information is then used to set a course of action for the management of the park which will ensure that B.C. Parks, within the budget we have available, provides the facilities and services that our park visitors want.

For park development and marketing, particular attention is given to the park user profile or background information that the survey produces.

Part IV

Changes Resulting From the Surveys

Satisfaction surveys and annual park management plans are helping B.C. Parks respond to the wants and needs of our visitors. This short section gives a few examples of some park facility changes, park management changes and park management orientation initiatives that have resulted from the information generated by satisfaction surveys.

1.0 FACILITY CHANGES

More walking and nature trails, playground equipment, horse-shoe pits, upgraded park signs and increased enforcement of pet and noise control regulations have all resulted because of the comments and suggestions which visitors have written on the *quality service guarantee* comment cards and through the results of the satisfaction surveys.

As a result of visitor interest and suggestions Tyhee Lake near Smithers now has a picnic shelter and playground equipment, Red Bluff Park near Granisle now has a breakwater and wharves, and at Syringa Creek, where the satisfaction scores for park road conditions were particular low, the roads have been paved. In the Strathcona District on Vancouver Island, park visitors identified several park locations where there was no nearby public telephone that could be used to summon help in an emergency. Park staff have had preliminary discussions with B.C. Telephone to identify suitable locations for public telephones.

1.1 Flush toilets and shower facilities.

The significant improvement in park visitor satisfaction after the installation of modern facilities in parks, and the frequency with which a more modern level of service has been requested in satisfaction surveys and on quality service guarantee comment cards, played a major role in the decision to commit nearly $8 million to upgrade restroom facilities in a selection of B.C. Park's most popular campgrounds and beach-picnic parks over a seven-year period.

2.0 PARK MANAGEMENT CHANGES

As a result of the large number of complaints about dogs on the beach at Rathtrevor Beach Provincial Park, an area was designated where dogs could be exercised and another one where dogs were not allowed to go. Advertisements were placed in the local newspapers to advise people about this regulation and regular patrols were implemented to enforce the new restrictions.

3.0 PARK MANAGEMENT

ORIENTATION INITIATIVES

As a result of the lower 'sense of security' satisfaction scores that were awarded to permit operators and contract services in the 1988 survey, B.C. Parks initiated a province-wide orientation course for park staff, permit operators and contract security services in 1989. Orientation sessions in public safety, control and emergency procedures reviewed the responsibility and authority of park permit operators and contract security services in detail with particular reference to the authority and responsibility of the park ranger and the R.C.M.P.

B.C. Parks will continue to monitor contract and non-contract operations to ensure that this important service retains a high level of visitor satisfaction.

Part V

Some Other Ways B.C. Parks Listens To Our Visitors

The satisfaction survey is not the only way that B.C. Parks collects information from its visitors. Some other ways this is done are described below.

1.0 THE QUALITY SERVICE GUARANTEE

B.C. Parks is committed to providing visitors with a quality service.

The above promise is posted in every provincial park visitors may visit, with an invitation for visitors to fill out a **comment card** to give the park manager their comments about how well they felt the park services were delivered in the park, and to pass on any ideas or suggestions they feel may make the park more enjoyable for all park visitors.

Quality service guarantee notices are posted on the front panel of yellow boxes that are mounted on park notice boards or on conspicuous posts. They may often be found in several locations in a park. White comment cards are fastened to each side of the box.

Next time you visit a provincial park tear one off and take a few minutes to write down your ideas about how the park facilities and services can be made more amenable to your comfort and enjoyment. The quality service guarantee comment card is illustrated on the following page.

2.0 WRITE TO US!

Satisfaction survey cards and the quality service guarantee comment cards don't have a lot of room on them for you to write on. That is why the address of each district office is listed on the quality service guarantee notices in every campground and beach-picnic area. If you have any complaints or ideas to share with us, about a park you visited or about all B.C. Parks please write to us. You may use the survey card boxes in the parks for this purpose.

QUALITY SERVICE GUARANTEE COMMENT CARDS

QUALITY SERVICE GUARANTEE

At B.C. Parks we are committed to providing you with a "quality service".

If you would care to make any comments or suggestions regarding our service, please either fill out a Visitor Comment Card and deposit it in the box, or write to:

COMMENT CARD

BC Parks

How are we doing ?

Ministry of Parks

Dear Park Visitor,

BC Parks is committed to providing you with a high quality recreational experience.

Please fill out this comment card and let us know what you think of the facilities and services that you used today.

Your comments will help us to learn how to serve your needs better.

Yours sincerely,

Park Manager

YOUR COMMENTS PLEASE:

Were the facilities clean and services of a good quality? _____ If no, please explain _____

Are there other services or facilities that you would like to see in the Park? _____

Is there anything else you would like to tell us? Any comments about provincial parks you wish to make would be appreciated _____

Your name (optional) _____

Town, City or Village where you live _____

Home Province or State _____

Campsite number, if applicable _____

Date _____ **THANK YOU!**

Please drop this card in the Comment Card box provided

23469